

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
4 August 2005 (04.08.2005)

PCT

(10) International Publication Number  
**WO 2005/071586 A1**

(51) International Patent Classification<sup>7</sup>: **G06F 17/60**

(21) International Application Number:  
PCT/KR2005/000222

(22) International Filing Date: 27 January 2005 (27.01.2005)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:  
10-2004-0004896 27 January 2004 (27.01.2004) KR

(71) Applicant (for all designated States except US): NHN  
CORPORATION [KR/KR]; 34th Fl., Startower Building,  
737 Yoksam-dong, Kangnam-gu, Seoul 135-984 (KR).

(72) Inventor; and

(75) Inventor/Applicant (for US only): LEE, Woo Sung  
[KR/KR]; Na-dong 103, Daekyoung rawhouse, 615-6,  
Sinwol-2-dong, Yangcheon-gu, Seoul 158-092 (KR).

(74) Agent: CHUN, Sung Jin; Muhann patent & Law Firm,  
5th Fl., Youngpoong Building, 142 Nonhyun-dong, Kang-  
nam-gu, Seoul 135-749 (KR).

(81) Designated States (unless otherwise indicated, for every  
kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG,  
MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH,  
PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN,  
TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

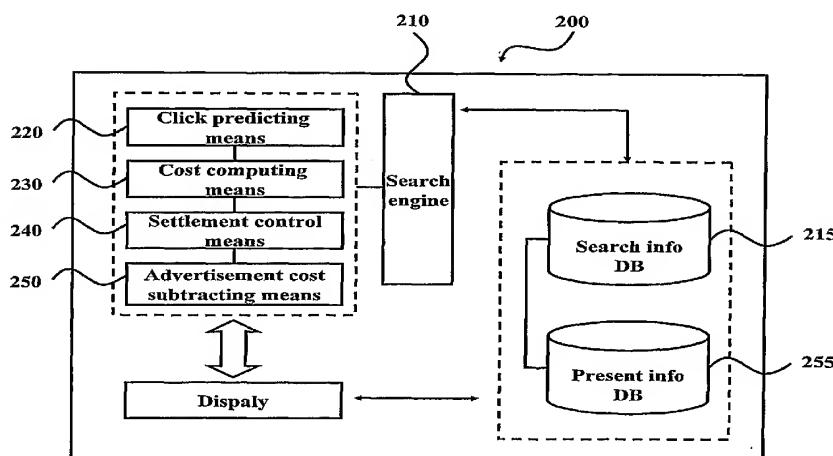
(84) Designated States (unless otherwise indicated, for every  
kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,  
FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,  
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,  
GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD FOR OFFERING A SEARCH-WORD ADVERTISEMENT AND GENERATING A SEARCH RESULT LIST IN REPOSE TO THE SEARCH-DEMAND OF A SEARCHER AND A SYSTEM THEREOF



(57) Abstract: The present invention relates to method and system for providing a search word advertisement which can compute a predetermined expected advertisement cost by predicting the maximum number of expected clicks at the future point with respect to particular search listing, and subtract a cost for execution of advertisement from the expected advertisement cost, wherein the cost for execution of advertisement is determined on the basis of the number of valid clicks that have actually occurred during a contracted advertising period. According to the present invention, in a model for providing an advertisement through a search word advertisement, there is an effect that it is possible to provide method and system for providing a search word advertisement which predict the maximum number of expected clicks by predetermined future point, and adopt a unit cost per click, thereby scientifically computing an expected advertisement cost and charging an advertiser a reasonable advertisement cost.

**WO 2005/071586 A1**